

GUESTOGRAPHIC METHOD SEO STRATEGY

CHECKLIST

Guestographics are one of my all-time favorite SEO strategies.

Why?

Two reasons:

First, it's one of the few white hat link building techniques ***that's actually scalable***.

Second, in addition to quality backlinks, Guestographics also hook you up with targeted traffic, brand awareness and social shares –all good things for you and your business.

Sound good?

Then follow the steps in this checklist to put this powerful strategy into practice.

THE 5-STEP GUESTOGRAPHIC METHOD PROCESS

STEP 1: Publish a quality infographic on your site

STEP 2: Find other sites that tend to write about your infographic's topic

STEP 3: Send them your infographic

STEP 4: Offer them unique content (“the bribe”)

STEP 5: Get your contextual backlinks

Now it's time to go over the 5-step process in detail.

STEP 1 Publish a Quality Infographic on Your Site

There's no shortcut here: if you want people to share your infographic, it has to be good.

Fortunately, you don't need a 6-figure marketing budget to get your hands on a professional infographic.

If you shop around on sites like Upwork and People Per Hour you can usually find a quality designer for around \$300.

Although design is important, it shouldn't be the focus of your infographic.

What should you focus on?

Your topic.

If your infographic is on a trending topic, it has a MUCH better chance of doing well than if you run with a topic people aren't already talking about.

Here are some places you can find hot topics in your industry:

- [Visual.ly](#): A high quality infographic directory. Sort by views to find popular infographics.
- [BuzzSumo](#): A gold mine of content ideas (including infographics).
- [Google News](#): Search for a keyword and see what journalists and popular blogs are discussing.

Other tips for making an awesome infographic:

- Put your most compelling information at the top.
- Include 6-8 total data points. More than 8 and people get information overload.
- Make sure the design has plenty of empty space.
- Should have very little text (200 words or less).

STEP 2

Find Other Sites that Tend to Write About Your Infographic's Topic



The most straightforward approach is to search for keywords that describe your infographic's topic. Then, contact the sites that show up in Google's top 25 results via email.

If you had an infographic about gluten free cooking, you'd search for things like "gluten free baking", "gluten free recipes" etc.

You can also use Google Suggest to find even more keywords/link opportunities:



Easy, right?

STEP 3

Send Them Your Infographic



When you find a site from **Step #2** that looks promising, send them this email:



Subject: New content on (*TOPIC*)

Hi (*NAME*),

I was looking for some information on (*TOPIC*) today when I came across your excellent article: (*ARTICLE TITLE*).

Great stuff!

Actually, I just put together an infographic about (*TOPIC*). As someone that likes to write about (*TOPIC*), I thought you might get a kick out of it :-D

Let me know if you want to check it out.

Cheers,

(*YOUR NAME*)

Here's why this script works really well:

- Personalized: includes their name and site name
- Short: less than 70 words
- Soft sell: only asks if they want to see the infographic

PERSONALIZED MESSAGE



STEP 4

Offer Them Unique Content (“The Bribe”)

Here’s where things get very interesting...

When most people pitch an infographic, they get on their knees and beg.

Remember: when you’re doing email outreach link building, you need to add value to that person’s site.

And begging doesn’t count



With the Guestographic Method, you’re offering them a free “mini guest post” to go along with the infographic.

That way you’re providing value three times:

- Showing them a cool infographic on a topic that they’re interested in
- Letting them share that content with their audience, who is also interested in that topic
- Giving them free content to complement the infographic

Here’s the email to send people that replied to you in **Step #3:**



Subject: Re: New content on (*TOPIC*)

Hi (*NAME*),

Great. Here’s a link to the infographic:

(*URL*)

Also, let me know if you ever want to share the infographic on your site. I’ll be happy to write a “mini guest post” to go along with it.

Cheers,

(*YOUR NAME*)

STEP 5

Get Your Contextual Backlinks

Finally, write a quality 150-300 word introduction and send it to the people that got back to you in **Step #4.**

You want to include a non-spammy natural-looking link in that introduction.

After all, one of the great things about the Guestographic Method is that you get backlinks surrounded by relevant content...not an embed link buried at the bottom of a page.

Here’s an example of a contextual link from a Guestographic that I recently published:

Like off page SEO, on-page has changed over the last 10-years. And [this visual guide to on-page SEO by Backlinko.com](#) helps illustrate some of the most important factors that search engines look at when evaluating a site’s on-page elements.

Here’s a brief rundown of the factors that are often overlooked:

Overlooked On-Page SEO Factor #1

Use Title Tag Modifiers: This isn’t a must, but it can help you get more “long tail keywords”

That contextual link is MUCH more powerful than an embed link.

And you’re set.



Most people give little thought to their infographic's reference section.

BIG mistake.

Your references section is one of the most important areas of your infographic.

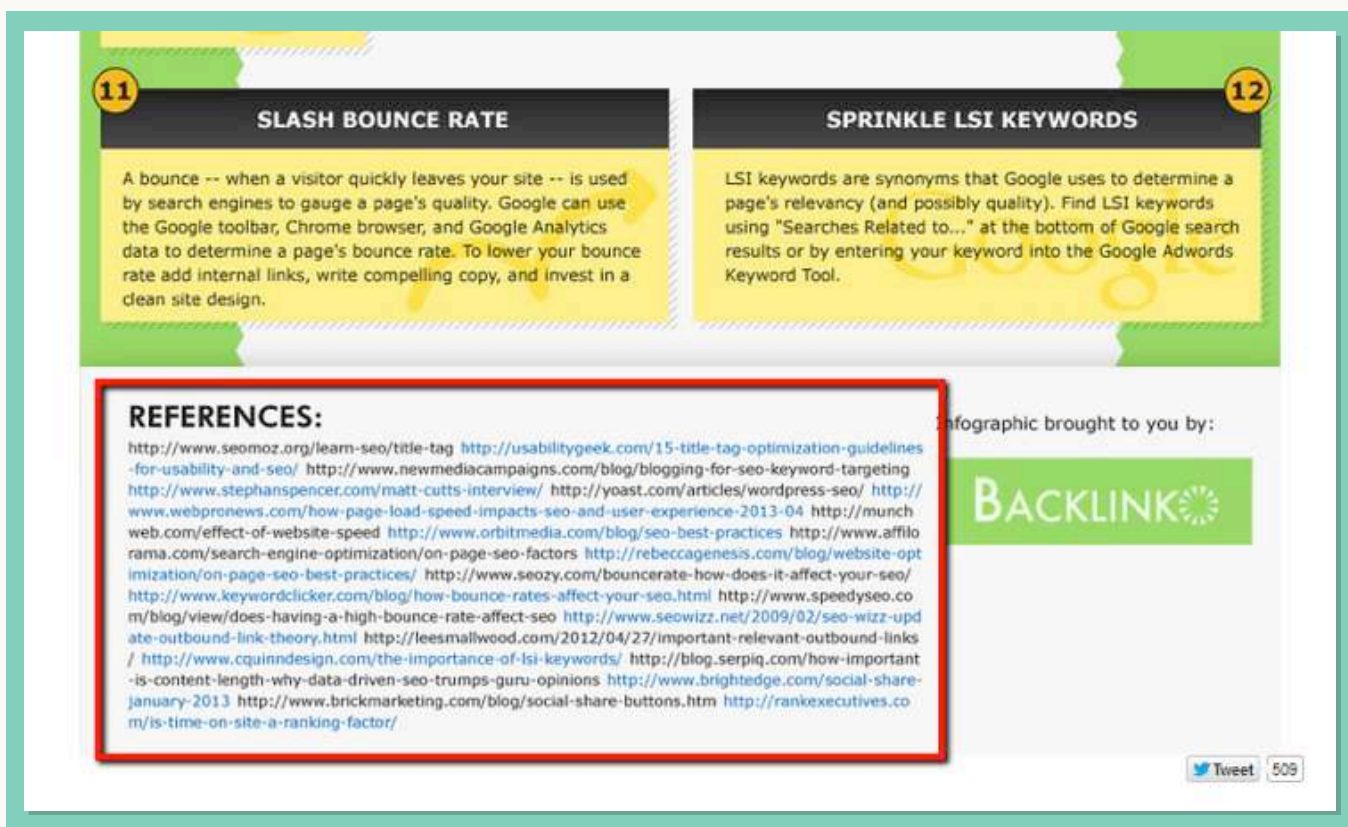
Why?

Because you can reach out to the people you referenced and get them to share and link to your infographic!

And when you pitch people that you referenced with a Guestographic, they're 10x more likely to say "yes." Embedding your infographic on their site is a way for them to show off to their audience ("Hey guys, look! I was a reference for this awesome infographic!").

So make sure you load up your reference section with people that you think might make good link target down the road.

I load my references up to the extreme... and it works:



INFOGRAPHIC REFERENCES



When it comes to anchor text, most people are completely lost.

They say things like: “You need 10% of your anchor text as keyword anchor text, 50% brand...”

#facepalm



Actually, if you look at how people naturally link to content on the web, it's usually VERY long-anchors like this:


That kind of reaction is what leads to shares, which leads to links, which leads to sales.

Brian Dean (a.k.a. Backlinko) refers to this type of content as skyscraper content, it's as much about creating an immediate impression as it is about creating high-quality content.

I've already gone at this a few times (at least on GarethMailer.com), [just check out my 63 advertising tips post](#) – while it's not a 'on the edge of your seat' kind of topic, it is easily one of the most comprehensive blog posts created about marketing mechanisms available from any UK publisher (and you can trust me on that, I had a look around before creating it ;))

(That's a real natural link that I acquired a few months ago)

That's what you want to replicate in your Guestographic links. Here's an example:

Unfortunately, most [on-page SEO tutorials](#) focus on ranking signals from 1999. [This updated on-page SEO infographic from Brian Dean](#) help illustrate the skill to modern day webmasters and SEO. 

HERE'S WHAT TO DO NEXT

1

Send me a message to my personal email address brian@backlinko.com to let me know what you think of this guide.



2

[Follow me on Twitter](#) where I share helpful content on SEO, conversion rate optimization and inbound marketing.



3

Pat yourself on the back. You just read a 5-page checklist ;)

